

Heintzman House Board Meeting

February 26, 2015

01-01-15

Present: Willson, Henderson, Shields, Durham, Chamandy, Steinberg, Somers, Jones, Councillor Burke, Carroll, Beck.

02-01-15

Regrets: None

03-01-15

Absent: None.

04-01-15

Minutes: Accepted as presented. Moved –Somers, Seconded –Jones, AIF.

05-01-15

Election of Officers: Councillor Burke leads election calling for a nomination for Chair.

Chair: Jones nominates **Willson**; Steinberg Seconds; Willson accepts - AIF

Willson takes over nomination process

Vice Chair: Henderson nominates **Shields**; Somers Seconds; Shields accepts – AIF

Treasurer: Steinberg nominates **Chamandy**; Jones Seconds; Chamandy accepts – AIF

House Comm. Chair: Chamandy nominates **Henderson**; Somers Seconds; Henderson accepts – AIF

Marketing Comm. Chair: Chamandy nominates **Steinberg**; Henderson Seconds; Steinberg accepts – AIF

Secretary: no motion to nominate; **Steinberg** offers to take position; Henderson Seconds - AIF

Members not holding Office - Jones, Somers and Durham agree to remain for 2015.

06-01-12

Treasurers Report:

Chamandy highlights concerns, including: continued erosion – Working Capital (WC) < Reserve Funds. 2) Expenses in Jan were higher than usual due to maintenance costs 3) End of year financials and T4 have been submitted to CRA. 4) on average, House revenues tend to be static (60-80K), while inflation/expenses increase. 5) need to wait for Operational Review to be completed to have a assist with projection

Moved - Chamandy; Seconded - Jones. AIF.

07-01-15

Marketing:

1) Steinberg indicates that Marketing Committee would like to actively pursue strategies to increase rentals and revenues; notes that this would result in bookings that would exceed the availability of (personnel) resources. Suggests waiting for results of Operational Review to develop complete strategy. 2) Committee would like to mine data, including: how clients have arrived at HH; determine HH's niche and develop a related PMI related to Event venues in and around GTA; and a satisfaction survey. 3) Committee will undertake evaluating and bolstering current Social Media strategies 4) @HeintzmanHouse has been registered for use on Twitter 5) Committee has continued to develop promotional concepts eg. Special Events and Open Houses for Event Planners; referral incentives (in conjunction with retail partner) 6) Chart tabled for comparison with competition reveals vast differences; HH tends to fall in top third of pricing category. Durham noted that most venues set their pricing based on 2 seasons (high and low) and charge the same rate for Fridays as Saturdays. 7) HH is highly marketable in terms of being a facility that is a period (heritage) home; seating capacity; value added items; and location. 8) Committee is abstaining from recommending a rate increase pending completion of Operational Review. 9) Shields and Willson request a copy of Comparison Chart, with additional details, to assist with Operational Review Moved - Steinberg; Seconded - Shields. AIF

08-01-15

House Manager Report:

1) This year's revenue is projected to be close to last years (better March). 2) There was a cancellation due to sprinkler/compressor issue. 3) Question as to whether House or City should be responsible for repair/maintenance of problem. Carroll indicated Assessment Committee believes it to be the Board's expense. House Committee to further investigate the problem/resolution. 4) Dishwasher required maintenance due to frozen valve. Kitchen is insufficiently heated and temperature drops below zero. Beck tries to mitigate by opening cupboards and suggests using a space heater during particularly cold periods. 5) Asked about client inquiries, Beck reports that approx. 90% of arrive by email

Moved – Councillor Burke; Seconded - Chamandy. AIF

09-01-15

Art Show

1) ArtHeintzmanHouse.com is now up; Links being generated on both this site and the primary HH site to connect one another. 2) Henderson reports that there are 2 additional sponsors for the Show, this year and that the Committee is in the process of collecting remaining cheques, pledged. 3) Willson advised the Board that the Art Show contributes to HH by way of a donation as opposed to rental; this year the donation will amount to \$2000. 4) Henderson reminds the Board that the Art Show is an exceptional opportunity to market the House to prospective 'event clients'.

10-01-15

Old Business:

1) Willson advises that the Operational Review which the Board has undertaken will involve an interview process with each of the Board members and that delivery of the report can be expected around mid-March.

11-01-12

New Business:

1) Chamandy requests minutes, asap, for submission to CRA. 2) Proposes that Board consider taking a line of credit: to ensure cash flow and in absence of business insurance
2) Shields notes the vulnerability due to fixed costs of revenue vs no fixed costs of expenses. 3) Willson requests that Carroll report back on what insurance is in place. 4) Workman's Comp. will be auditing the House (randomly selected) on March 9. 5) Willson initiated a discussion about the prospect of hiring security for events serving alcohol. Given the lengthy history of 'non-violence', it was decided that, pending changes implemented via the Operational Review, that the existing directive remain in place. John will act as Assistant/Facilitator. House manager was advised never to confront or intervene if/when situations arise; only to call 9-1-1.

12-01-12

Adjournment: 9:15 p.m. Moved – Durham; Seconded - Steinberg , AIF

Next meeting last Thursday in March – **March 26th @ 6:30** p.m. If unable to attend please contact Bob Willson @ 905-881-7158

February 2015 Minutes

Chair

Secretary